

**IN THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

1-21. (canceled)

22. (currently amended) A directional loudspeaker, comprising
- a sound source for producing highly directional sound which is formed by at least one ultrasound loudspeaker,
  - a pivotable reflector being provided for deflecting the directional sound about a first pivot axis,
  - wherein the at least one ultrasound loudspeaker is located in a housing,
  - wherein the reflector is connected to the housing, and
  - wherein the housing is mounted on a support so as to be able to rotate pivot about a first rotation axis and tilt about a second pivot axis relative to said support.
23. (currently amended) A The directional loudspeaker as claimed in claim 22, wherein comprising:
- a sound source for producing highly directional sound which is formed by at least one ultrasound loudspeaker,
  - a pivotable reflector being provided for deflecting the directional sound about a first pivot axis, wherein
  - the at least one ultrasound loudspeaker is located in a housing,
  - the reflector is connected to the housing,
  - the housing is mounted on a support so as to be able to rotate pivot about a first rotation axis and tilt about a second pivot axis relative to said support,
  - the housing comprises an outer housing and an inner housing,
  - the reflector is moveably connected to the inner housing via a linkage, and
  - the inner housing is mounted so that it can tilt and/or pivot with respect to the outer housing.

24. (currently amended) The directional loudspeaker as claimed in claim 22, wherein the reflector is connected to and mounted on the wall of the housing such that it can be moved along the top of the wall to rotate the direction of the sound about a second rotation axis while maintaining directionality of the sound.
25. (currently amended) A directional loudspeaker, comprising  
a sound source for producing highly directional sound which is formed by at least one ultrasound loudspeaker,  
a single pivotable reflector being provided for deflecting the directional sound about a pivot axis while maintaining directionality of the sound,  
wherein the at least one ultrasound loudspeaker is located in a housing,  
wherein the reflector is connected to the housing, and  
wherein the reflector is connected to and mounted on the wall of the housing such that it can be moved along the top of the wall to rotate the direction of the sound about a rotation axis while maintaining directionality of the sound.
26. (currently amended) The directional loudspeaker as claimed in claim 22, wherein the housing in which the sound source is installed has an essentially circular cross section, and wherein the reflector is moveably connected to the housing by a pivot joint on a raceway which is seated on the housing for rotating the reflector about an axis of rotation along the top edge of the reflector.
27. (previously presented) The directional loudspeaker as claimed in claim 22, wherein the wall of the housing has a circular cross section.
28. (previously presented) The directional loudspeaker as claimed in claim 22, wherein the reflector is pivoted such that it serves as mechanical protection for the directional loudspeaker's sound source, particularly against environmental influences such as soiling and moisture.
29. (previously presented) The directional loudspeaker as claimed in claim 22, wherein the housing, in which the ultrasound loudspeaker is situated, can be sealed by the

reflector.

30. (previously presented) The directional loudspeaker as claimed in claim 22, wherein the directional loudspeaker's sound source is formed by a plurality of ultrasound loudspeakers which are arranged to form an array, the individual ultrasound loudspeakers being arranged so as to be inclined at an angle relative to one another such that their collective radiation is focused.
31. (previously presented) The directional loudspeaker as claimed in claim 22, wherein the directional loudspeaker is connected to a means for locating people or objects who/which are intended to receive the directional ultrasound signal.
32. (previously presented) The directional loudspeaker as claimed in claim 31, wherein the means for locating people or objects is situated in or on the housing of the directional loudspeaker.
33. (previously presented) The directional loudspeaker as claimed in claim 31, wherein the means for locating people or objects is able to locate a laser or a radio signal using its emitted light signal or radio signal.
34. (previously presented) The directional loudspeaker as claimed in claim 33, wherein the means for locating people or objects is arranged such that it receives the beam of light from the laser via the latter's deflection on the directional loudspeaker's reflector.
35. (previously presented) The directional loudspeaker as claimed in claim 22 [[1]] wherein a means is provided which can be used to orient the directional loudspeaker specifically to people or objects who/which are intended to receive sound.
36. (previously presented) The directional loudspeaker as claimed in claim 35, wherein the directional loudspeaker comprises, as additional means, a laser which is arranged in the directional loudspeaker's housing and illuminates the people or objects by

means of beam deflection on the directional loudspeaker's reflector.

37. (previously presented) A method for operating a directional loudspeaker, comprising:  
emitting highly directional sound from a sound source via at least one ultrasound loudspeaker, and  
deflecting the emitted sound by means of a reflector swivel-mounted on the housing, wherein  
for the directional orientation of the sound the housing includes a base and is tilted or pivoted relative to the base of the housing or, in the case that the housing is comprised of an inner part on which the reflector is mounted and a supplemental housing outer part, the inner part of the housing with which the reflector is connected is tilted or pivoted relative to the supplemental housing outer part.
38. (previously presented) A method for operating a directional loudspeaker, comprising:  
emitting highly directional sound from a sound source via at least one ultrasound loudspeaker, and  
deflecting the emitted sound by means of a reflector swivel-mounted on the housing, wherein  
for the directional orientation of the sound the reflector is moved via a bearing along upper wall of the housing.
39. (previously presented) The method as claimed in claim 37, wherein sound source is mechanically protected by pivoting the reflector such that it closes it off particularly from environmental influences such as soiling and moisture.
40. (previously presented) The method as claimed in claim 39, further comprising locating the locality of people or objects, toward whom/which the directional ultrasound is to be directed,  
and consequently orienting the reflector for the purpose of radiating to this locality.
41. (previously presented) The method as claimed in claim 40, wherein the locating of

people or objects is effected on the basis of a laser beam or a radio signal, which is sent by a laser or radio, situated at the location which is to be located, to a laser light receiver associated with the directional loudspeaker, said receiver being able to infer the location of the light source from the received light signal.

42. (previously presented) The method as claimed in claim 37, wherein to assist the specific orientation of the directional loudspeaker the people or objects who/which are situated in the current direction of the main ray from the directional loudspeaker are specifically illuminated.
43. (previously presented) The method as claimed in claim 42, wherein the specific illumination is effected using a laser.